

OPERATION OF MAXWELL CAR SHOWN

Cutout Chassis Demonstrates Every Point the Novice Wants to Know.

INTERESTING in showing the advance in automobile construction is the exhibition at the Buquor Motor company, Main and Stanton streets, where women and men alike have gazed at the white enameled model in which all the working parts were exposed and marveled at the simplicity of its construction. The car was an exact duplicate of the Maxwell stock "25," one of which ran all around El Paso and vicinity, doing 1000 miles in seven days on an average of 21.2 miles to the gallon of gasoline.

Car buyers drifted in with an encyclopedia of questions on their tongues. They thirsted for knowledge. They wanted facts. They wanted to know how the water circulated in a thermosiphon system, how a high tension magnet gave a jump spark, what a unit power plant is, how the same transmission gears had speeds forward and reverse, how a differential permitted one rear wheel to revolve in one direction and the other in another, what a floating type rear axle is, and so on ad infinitum. All went away satisfied.

Once in a while a shy one dropped in. To be perfectly frank, he admitted he didn't know whether a carburetor cooled the engine or what. He had heard of a differential, but had always imagined it was what you put your foot on to make the thing run faster. A four-cycle, four-cylinder engine was Greek to him, and he didn't have a definite understanding whether the crank case held the gasoline or had something to do with the starter.

So he did the perfectly logical thing and said he wanted information. He, too, went away with a good understanding of a motor car, its construction and operation. The simplicity of the Maxwell car was the outstanding feature emphasized by the cutout chassis. The Maxwell company, through its local dealers, the Buquor Motor Car company, makes claim to having one of the simplest cars in construction and easiest in operation of any on the market. The cutout chassis, with all working parts exposed, was pointed to as proof. That chassis lifted the veil of misunderstanding and confusion and exposed the technical terms.

Last week the Buquor Motor Car company made a sales record for El Paso, delivering seven cars at retail in three days. A carload of machines was received Tuesday and the entire number had been sold by Friday.

The southwest this season has been drawing heavily on the company for cars, this light machine with an economical upkeep being much in demand. The Buquor Motor Car company, distributors for this part of the country, has been doing an unusually large business the last month or so. Two carloads of machines are now on the way here from the Maxwell factory.

In connection with the cost of motoring and the efficiency of the Maxwell car exceedingly interesting data was received by the local company this week. It consists of the report of the test of the stock "25" made at the Sheffield scientific school of Yale university. Of 49 cars tested, which included the leaders in the automobile field, the Maxwell had the best record for mileage and motor efficiency.

The Buquor company promises to entertain the public again next week when Miss Sadie Pearl, a woman mechanic, arrives here for a demonstration of her ability in tearing down and setting up cars.



FORD USERS TO GET \$15,000,000

Each Buyer Gets Back \$50; Postage Alone on Checks to Cost \$6000.

On August 1 will commence the task of rebating about \$15,000,000 to Ford purchasers in accordance with the terms of the Ford profit sharing announcement. Each of the 300,000 or more Ford purchasers will be mailed an individual check, probably of \$50. The postage alone on this huge mail means at least \$6000.

In the last two months the Ford Motor company has produced the enormous total of 90,329 cars, this including 43,849 cars in March and 45,519 cars in April. This not only assures the completion of the production of 300,000 Ford cars between August 1914, and August 1915, barring the totally unforeseen, and the rebating of all Ford purchasers within that period, but it means that the goal will

OAKLAND AUTO SALES CO. HAS BIG TERRITORY

With a territory extending as far east as Colorado, west to Phoenix, north to Albuquerque, and as far south into Mexico as conditions will permit, the Oakland Auto Sales Co. furnishes sufficient work to keep A. H. Elmore, its general manager, busy.

The Oakland and Franklin cars are handled and also the I. H. C. trucks, and in the period elapsing since last July, when the agency was established here, all three have taken their place among the leaders in popularity here. Mr. Elmore was for several years at the head of the San Antonio branch of the concern, with headquarters at Houston.

GOOD LOGS OF ALL LOCAL ROADS WILL BE READY IN A SHORT TIME

Motorists Pleased at Prospects of Road Maps and Data When Rinehart and Locke Finish Their Work; Usual Large Number of Automobiles Sold in El Paso This Week; Woman Mechanic to Come Here

MOTORISTS of El Paso are much interested in the work which Rinehart and Locke are doing in mapping and logging the various roads leading into and out of El Paso. The road logs when completed will enable local motorists and strangers to drive to any section of country near El Paso. The logs are to be of the same type as those of the Borderland route, which Mr. Locke recently completed. They are exceptionally good in that the driver is never at a loss what to do with a Locke map. The two loggers will finish their field work next week.

F. J. Garrett, of the Elliott-Garrett company, was in Las Cruces on Friday for a short business visit.

George E. Clarke, publicity representative of the Maxwell Motor Sales company, is a visitor in the city and will conduct an advertising campaign for the Buquor Motor company, local agents for the Maxwell.

The Rev. Herman G. Porter has purchased a Maxwell touring car from the Buquor Motor company.

The Mission Garage reports the sale of an Oldsmobile "15" to Charles T. Adair, of Tucuman.

Leo J. Trost, of the Franklin staff, has returned from a business trip to Douglas and Tucson.

John W. Price, well known in local automobile circles as a salesman for H. T. Ponsfield, 314 East Missouri, has gone into business at Midland, with Charles M. Dublin as his partner. They have taken the quarters on Main street, formerly occupied by the Cadillac agency and will handle the Oakland and Franklin cars in the Midland territory. Mr. Price left here last Tuesday for Midland and immediately on his arrival there he had to be rushed to a hospital with an attack of appendicitis. An operation was performed on Thursday and reports from Midland

Friday afternoon stated that he was rallying nicely.

The International Auto company reports the sale of two Buicks, a "26" roadster and a "27" touring car, to John Hutchings, subdealer at Alamo-gordo.

Carter & Burnside, Buick agents at Silver City, took up a "27" touring model from the International Auto company this week.

Four Fords were purchased this week by the El Paso & Pecos Valley Transportation company from the Tri-State Motor company.

J. Turbeville, of the Texas Bank & Trust company, has purchased a Maxwell "25" touring car from the Buquor Motor company.

The Tri-State Motor company reports the sale of Ford runabouts to O. H. Forman, 212 Silver street, and S. Michael, 201 San Francisco street.

R. E. McKee, 115 San Antonio street, purchased a Ford delivery car from the Tri-State Motor company this week.

Sales of Ford touring cars during the past week are reported by the Tri-State Motor company, as follows: W. H. and J. E. Fisher, Rio Grande, N. M.; H. E. Ponsford, 314 East Missouri street; H. E. Warren, 800 Myrtle avenue; El Paso Brick company; S. Terrence, 114 East Missouri street; J. H. Key, 111 North Kansas street, and A. H. Valkenar, 3710 King's highway.

L. A. Cooper, Mimbre Hot Springs, has purchased a four cylinder Studebaker from the Elliott-Garrett company.

Carl S. Reeves, of the Elliott-Garrett company, drove a Studebaker "six" to Tyrone, N. M. Thursday, for a customer there.

One of the highest powered cars in the city is the 110-hp. National "tracy" roadster, which has just been pur-

chased by F. J. Garrett from a man at Dallas. The car is a special racing model and has been used in speed events in the eastern part of the state. It will likely be entered in some of the road races in the southwest.

C. W. Gillespie has purchased a four cylinder Studebaker touring car from the Elliott-Garrett company.

W. G. Hansen, of Fort Worth, has joined the staff of the Nichols-Detroit company here, and will look after the local sales for the new agency.

P. E. Gardner placed an order this week with the Auditorium Motor company for a Haynes light "six."

C. M. Harvey, of 1805 Arizona, has purchased a Haynes seven passenger Kokomo "six" and will leave with his family for the coast as soon as his car arrives.

I. P. Stanton and wife will leave shortly for a tour of California and thence by the northern route through the eastern states in a Haynes light "six."

The Pittman Cattle company placed an order with the Auditorium Motor company during the past week for a Haynes light "six."

Maxwell sales for the past week were as follows: Dr. Geo. Brunner, "27" touring car; Mrs. D. Blake, "25" touring car; Mr. Cody Bennett, of Las Cruces, "25" touring car.

The following sales of Overland cars were made by the underwriters, following the recent fire in the Overland

warehouse: Allan C. Staples, model 88 roadster; E. Kaufman, model 81 roadster; N. Goodwin, model 81 roadster; J. L. Collins, model 80 roadster; W. A. Shaw, model 80 roadster; Louis Lumber company, model 80 roadster; E. B. Jones, 111 South Campbell street, model 80 touring car; C. C. Shoemaker, 1105 North Florence street, model 80 touring car; E. A. Pond, 202 North Stanton street, model 80 touring car; R. J. Tighe, 1119 Terrace street, model 80 touring car.

The El Paso Overland company reports the sale of a model 65 touring car to Francisco Uribe of the Valverde addition.

George Read, 1119 San Antonio street, has purchased an Overland model 71 touring car.

J. M. Perez was among the purchasers this week of Overland touring cars. He has a model 88.

M. L. Naquin, Vello distributor, is in Mowest, a distributor that he has sold three "Billwell sixes" to customers there.

HAVE A DRINK, AND YOU LOSE LICENSE

A single drink of liquor taken by operators of motor cars in Maryland will result in license being forfeited immediately, provided state motor vehicle commissioner H. A. Roe is convinced that the licensee has been guilty of consuming intoxicants while at the wheel of a car. This edict has been issued by commissioner Roe and he has spread it broadcast in a crusade that his department is waging against reckless driving.

A NEW I. H. C. TRUCK
1500 LBS. CAPACITY
Adapted to Retail Merchants' delivery requirements and the average service of wholesale houses

I. H. C. AND G. M. C. TRUCK SALES
Jay. F. Schneiders Sales Dept.
407 MYRTLE AVENUE
A. H. Elmore, Gen'l. Mgr.
TELEPHONE 1142

The Verdict

—convincingly and overwhelmingly for Goodrich.

This company alone through the daily press of January 31st gave to the consuming public the most sweeping reduction ever made in tire prices. This established the only genuine Fair-List in existence on non-skid tires today. Goodrich prices were dated February 1st in ordinary course. Other tires were reduced in prices a few days later and the reduction dated back to February 1st.

Every real price-reduction on tires has followed the lead of Goodrich.

As always, Goodrich policy and Goodrich methods first gave the tire user the benefit of reduced prices.

We lowered tire cost for every tire user when we did that.

We were more than content to await the verdict

And that verdict is overwhelmingly and convincingly in favor of Goodrich Tires and of Goodrich Fair-List prices.

We knew that the tire user was buying mileage-service—he was buying what the tires would do for him, rather than so much bulk rubber and fabric.

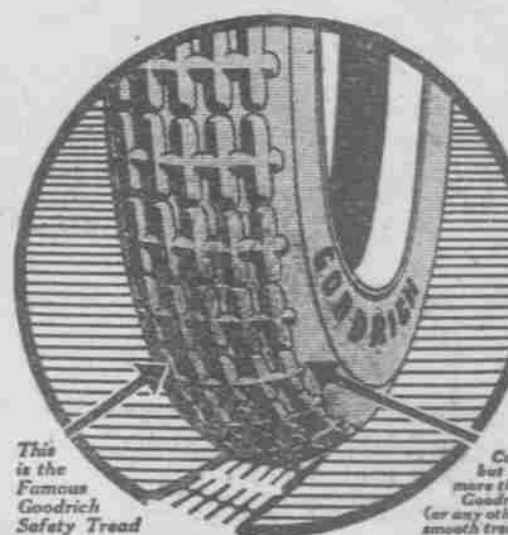
We knew what our long years of rubber manufacture and tire-making had taught us.

We knew we were making tires which had exactly the right amount of rubber and the right quantity of fabric to deliver exactly the right kind of service.

We knew that too much rubber and too much fabric would be as detrimental to the service of the tires as too little.

The tire user knows that Goodrich led in putting tire prices on their just and proper level.

Only 5% PLUS for the Best Non-Skid



Note the following table of comparative prices on non-skid tires. Columns headed "A," "B," "C" and "D" represent four highly advertised tires and be sure to note Goodrich Safety Treads cost from 8% to 48% less than others shown below:

Size	Goodrich Safety Tread	OTHER MAKES			
		"A"	"B"	"C"	"D"
30x3	\$ 9.45	\$10.55	\$10.95	\$16.35	\$18.10
30x3½	12.20	13.35	14.20	21.70	23.60
32x3½	14.00	15.40	16.30	22.85	25.30
34x4	20.35	22.30	23.80	31.15	33.55
36x4½	28.70	32.15	33.60	41.85	41.40
37x5	33.90	39.80	41.80	49.85	52.05

"Goodrich First" is the verdict of the motoring public, which knows that Goodrich first gave it the great benefit of Fair-List prices and which demands increasing thousands of

You pay money for your tires. You want miles from your tires.

Goodrich Tires are built to deliver mileage at the least cost per mile, and to deliver it with the greatest ease, the greatest comfort and the greatest economy.

Every ounce of energy, every bit of intelligence, every flash of genius, every atom of efficiency in the whole Goodrich organization has been concentrated on this proposition of making tires which will surely give the greatest mileage at the least cost.

The Goodrich tire user knows that right now, today, with all the stampede to meet Goodrich prices, Goodrich quality is not met and that his dollar buys more tire service in Goodrich tires.

"As good as Goodrich" is today the plea.

Let us say to you, in all good faith and with every confidence in the fair-minded judgment of the tire user, that no other tire made has in it and of it the experience, the know-how and the know-why which govern the selection and the combination of the exact quality and quantity of rubber and fabric which constitute Goodrich Tires.

Can a Woman Repair Her Own Maxwell?

See our big display window next week, and you will receive the proper answer to the question.

Miss Pearl will take down and assemble a 1915 Maxwell Motor that has been run 10,000 miles.

She will demonstrate the simplicity of the Maxwell construction and the ease with which the Motor can be cared for. We particularly desire the ladies of our city to see this demonstration of Motor Assembly, for we know that any woman can do the same as Miss Pearl. She will be pleased to go into detail with you.

Hours 11 to 1, 4 to 6.

See data on test made of Maxwell at Yale University

The sturdy stock "25" made the best showing on mileage and motor performance of 40 cars tested.

Buquor Motor Car Co.

Main and Stanton Sts. Phone 2607

GOODRICH FAIR-LISTED TIRES

THE B. F. GOODRICH COMPANY, Akron, Ohio